

1-800-FLOWERS.COM, Inc.

NASDAQ: FLWS

Safe-Harbor Statement

Special Note Regarding Forward-Looking Statements:

A number of statements contained in this presentation are forward-looking within the meaning of the Private Securities Litigation Reform Act of 1995. These statements involve risks and uncertainties that could cause actual results to differ materially from those expressed or implied in the applicable statements. For a detailed description of these risk factors, please refer to the Company's Securities and Exchange Commission filings including the Company's Annual Report on form 10-K and quarterly reports on form 10Q. The Company expressly disclaims any intent or obligation to update any of the forward looking statements included in this presentation.

Mission Statement

◆ *Our mission is to help our customers express themselves and connect with the important people in their lives.*

◆ **Setting FLWS Apart:**

- ◆ Proven Ability to Grow Revenues
 - Fast Approaching \$1 Billion
- ◆ Unique Collection of Leveragable Assets:
 - ◆ >25 Million Customers
 - ◆ Strong Brands
 - ◆ Service and Technology Platforms
 - ◆ Unique Distribution Capabilities

Business Platform



- **Consumer Floral Leader: expanding the gap**
 - **BloomNet Wire Service: fast growing, high-margin B2B**
- **Leading Collection of Gourmet Food Gift brands: \$190M run rate**
 - **Multi-channel, Multi-title \$190M Home & Children's Gifts**

Top and Bottom Line Growth

Revenues:

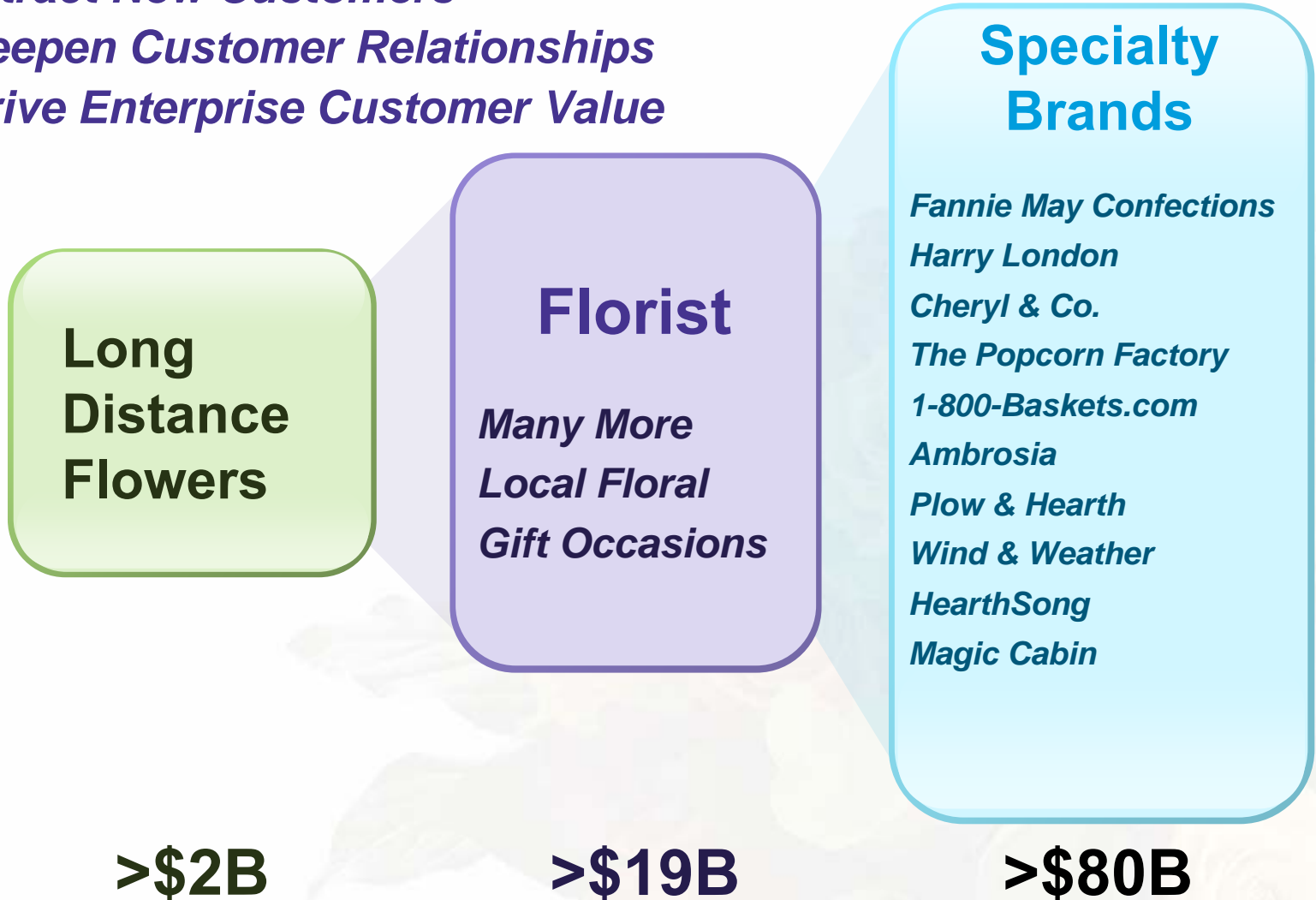
- ◆ Grow Three Ways:
 - ◆ Solid Organic Growth Rates in Key Business Categories.
 - ◆ New Business Development:
 - ◆ BloomNet, 1-800-Baskets.com
 - ◆ M&A Opportunities
 - ◆ Fannie May, Cheryl&Co., The Popcorn Factory
- ◆ Increase Enterprise Customer Value (ECV)
 - ◆ Deepen Customer Relationships
 - ◆ Increased Cross-Brand Marketing

Profitability:

- ◆ Expand Gross Profit Margin
 - ◆ Product Mix
 - ◆ Sourcing/ Logistics
 - ◆ Customer Service Enhancements
- ◆ Leverage Operating Platform
 - ◆ Process Improvement Programs
- ◆ Invest Behind “Key” Businesses:
 - ◆ Consumer Floral; BloomNet Wire Service; Gourmet Food & Gift Baskets
 - ◆ Best Leverage Platform and Assets
 - ◆ Provide Highest Category EBITDA Contribution

Customer Relationship Development Path

- *Attract New Customers*
- *Deepen Customer Relationships*
- *Drive Enterprise Customer Value*



(Addressable market size)

1-800-FLOWERS.COM, Inc.

Consumer Floral

1-800-flowers.comSM

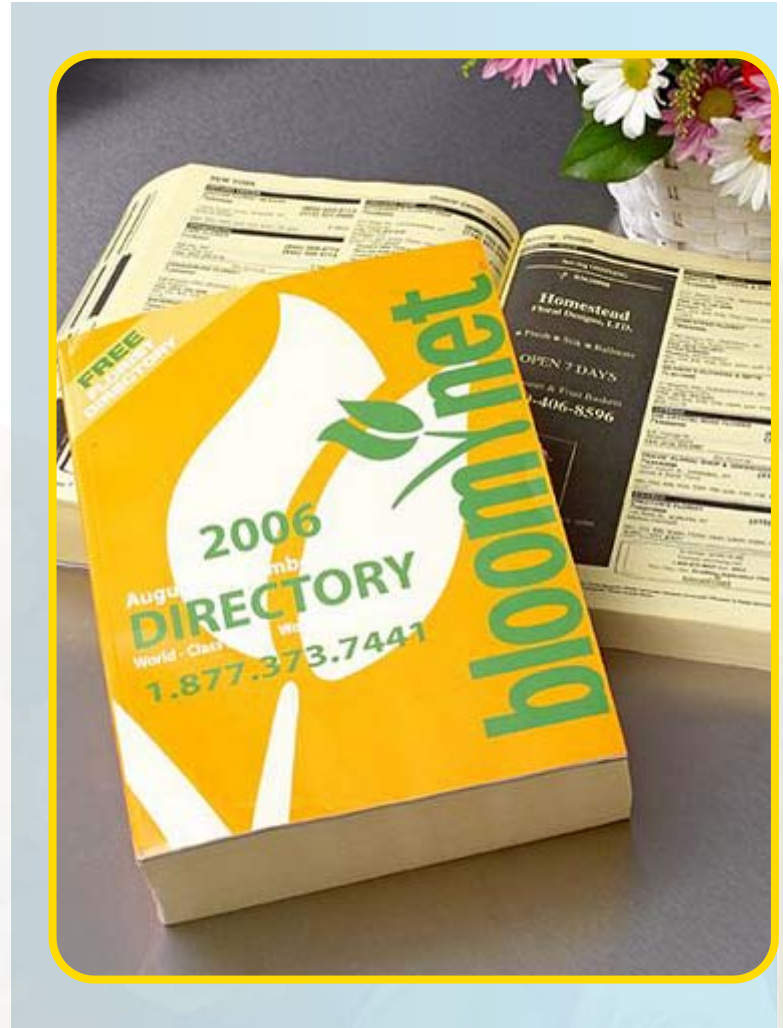
- ◆ Expanding Market Leadership
- ◆ FY06 Revenues \approx \$450M
- ◆ GPM \approx 38%
- ◆ Good, Better, Best product strategy
- ◆ Cost-efficient Customer Acquisition
- ◆ Unique same-day, any-day delivery capabilities



B2B: Florist Wire Service



- ◆ **“Market Disrupter” Strategy**
 - ◆ FTD & Teleflora = Mature Duopoly
- ◆ **Operating Margin Opportunity >25%**
 - ◆ FY06 Rev = \$30M
 - ◆ Target >50% Growth
- ◆ **Bloomnet Advantages:**
 - ◆ 1-800-FLOWERS.COM: largest direct-able order volume.
 - ◆ Best Value Proposition
- ◆ **High-margin revenue streams:**
 - ◆ Member Services: subscriptions
 - ◆ BloomNet Products/ Technology
 - ◆ Florist Directory; Web-site Hosting; 24/7 Telephone Answering; POS System



Gourmet Food & Gift Baskets

Fannie May 1-800-BASKETSSM
Gifts for all Reasons and SeasonsSM

THE POPCORN FACTORY

A M B R O S I A
taste life

Cheryl & Co.

HARRY LONDON
QUALITY CHOCOLATES
SINCE 1873

◆ Leading gift brands strategy

- ◆ Fragmented market >\$5B
- ◆ Multi-channel opportunities w/
E-commerce focus

◆ FY07 Projected: ≈ \$190M

- ◆ Double-digit revenue growth

◆ Manufacturer's margins

◆ Cross-brand leveraging:

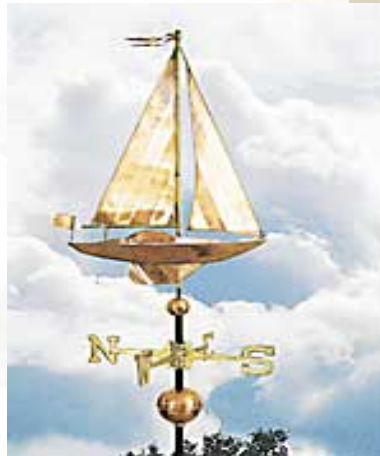
- ◆ Customer Database
- ◆ Manufacturing Capabilities
- ◆ Unique Distribution
- ◆ Sourcing



Home & Children's Gifts

Plow & Hearth Wind & Weather *HearthSong* **MAGIC CABIN**

- ◆ Multi-Channel/ Multi-Title Strategy
- ◆ High GPM: >45%
- ◆ FY06 Rev: >\$190M
- ◆ Leveragable Scale: shipping, printing, sourcing



Positive Trends

Positive Customer Trends:

- ◆ Cost Effective Customer Acquisition: >3M/ yr @ <\$20
- ◆ Increasing Repeat Rate: >50%
- ◆ E-commerce Focus:
 - ◆ Increased Interactive Marketing
 - ◆ “E-relationship” opportunity
- ◆ Enhanced Enterprise Customer Value (ECV):
 - ◆ Increased Cross-Brand Marketing
 - ◆ Increased Customer Engagement

Positive Financial Metrics:

- ◆ Strong Growth Across Three “Key” Business Categories
- ◆ Increasing GPM%
- ◆ Improved Operating Expense Ratio/ Process Improvements
- ◆ Solid Balance Sheet



FY07 YTD Results – Nine Months

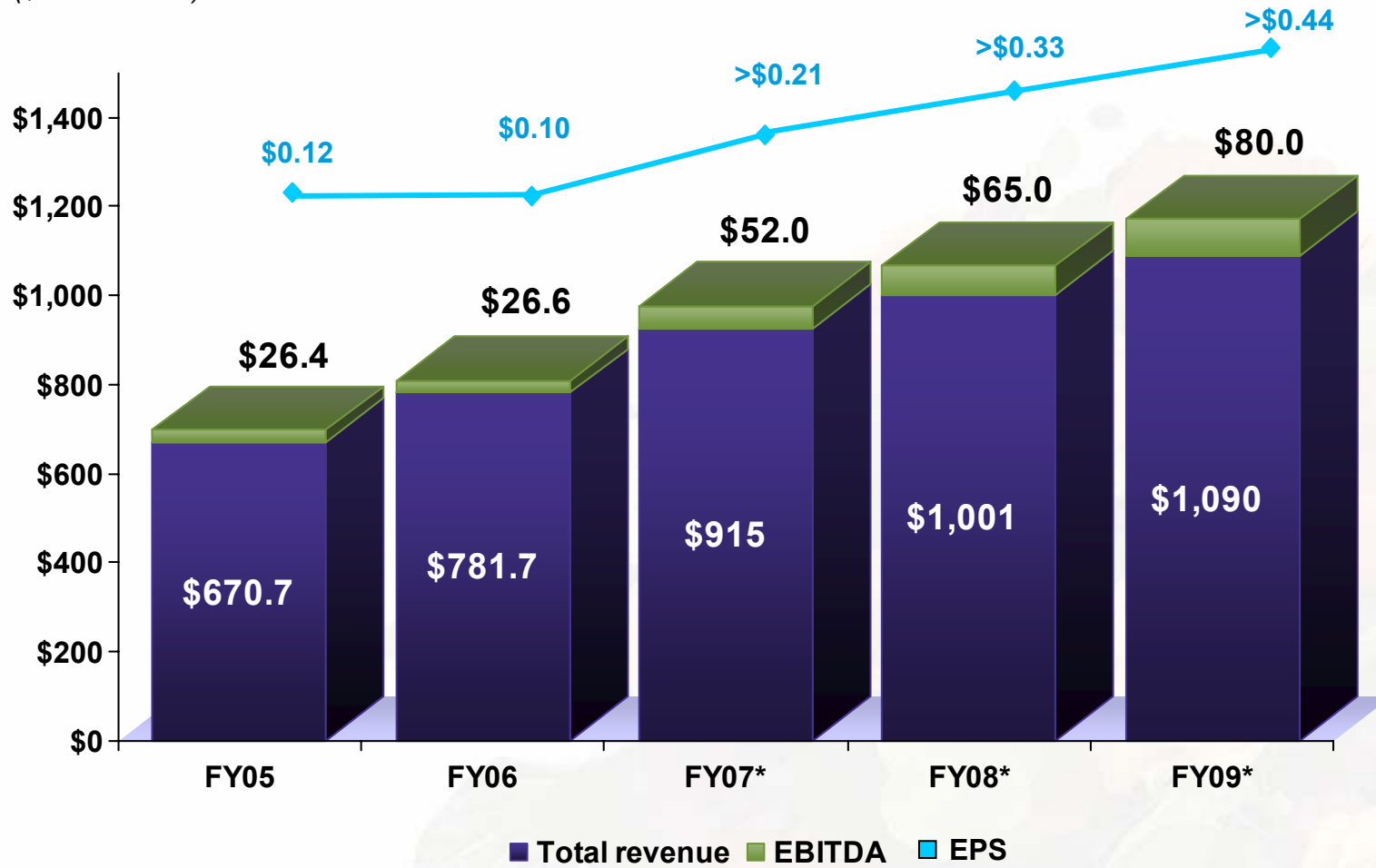
	FY07 9 Mo.	FY06 9 Mo.	Improvement
Revenues	\$680.8M	\$570.6M	+ 19.3%
GPM%	43.1%	42.3%	+ 80 bps
OpEx Ratio* <i>(*excludes D&A)</i>	39.8%	41.6%	180 bps
EBITDA	\$35.7M	\$15.1M	+ 136%
EPS (GAAP)	\$0.16	\$0.03	+ 433%
(pro forma)	\$0.20	\$0.07	+ 186%

FY07 YTD Results – 9 Months

	<u>FY07-9 Mo.</u>	<u>FY06-9 Mo.</u>	<u>Improvement</u>
Revenues	\$680.8M	\$570.6M	\$110M / + 19%
Consumer Floral	\$337.1	\$308.1	+9%
Bloomnet WS	\$29.6	\$20.3	+45.4%
Gourmet Food	\$166.7	\$85.1	+96%
Home & Children's	\$148.9	\$157.2	-5%
GPM%	43.1%	42.3%	+ 80 bps
OpEx Ratio	39.8%	41.6%	180 bps
EBITDA	\$35.7M	\$15.1M	\$20.6M / + 136%
Consumer Floral	\$40.2	\$29.4	+ 37%
Bloomnet WS	\$8.8	\$4.4	+ 98%
Gourmet Food	\$25.5	\$7.5	+ 239%
Home & Children's	(\$1.4)	\$6.6	-122%
EPS (GAAP)	\$0.16	\$0.03	\$0.13/ +433%
(pro forma)	\$0.20	\$0.07	\$0.13/ +186%

Financial Outlook: Profitable Growth

(\$000 Millions)



(*Estimates based on analysts and company guidance; EBITDA and EPS pro forma excluding effect of stock-based compensation.)

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